

EISENHOWER WEST SMALL AREA PLAN

Planning Commission Work Session

11 March 2015



EISENHOWER WEST



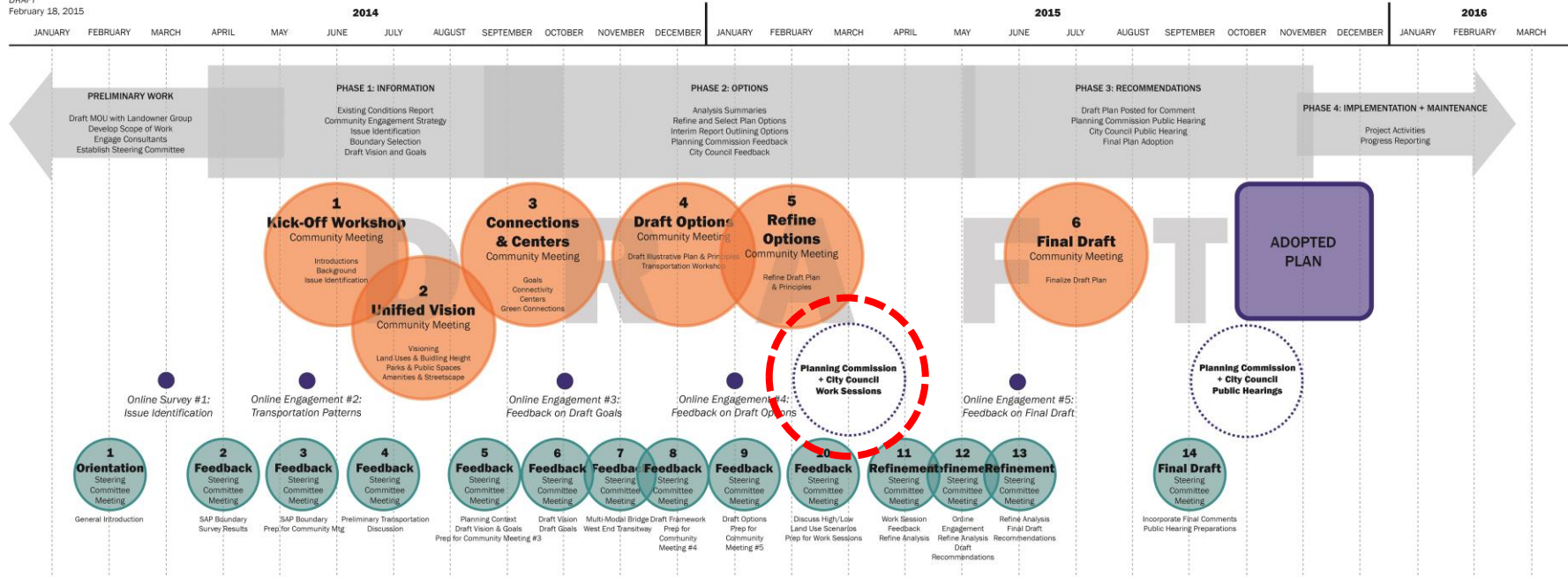
Existing Plan Area



Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM

DRAFT
February 18, 2015



Civic Engagement

- Community Meeting #1:
Issue Identification
- Community Meeting #2:
Visioning & Priorities
- Community Meeting #3:
Connections & Centers
- Community Meeting #4:
Draft Options
- Community Meeting #5:
Refined Option
- 10 Steering Committee Meetings
- 4 Online Engagement Opportunities



Draft Concepts



A – New Neighborhoods



B – Natural Resource/Green Fingers

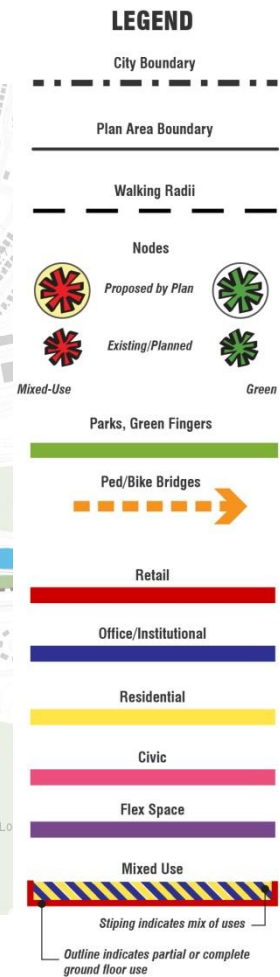


C – Great Street



D – Incubator/ Employment Center

Draft Concept Plan: Eisenhower West as a Great Street



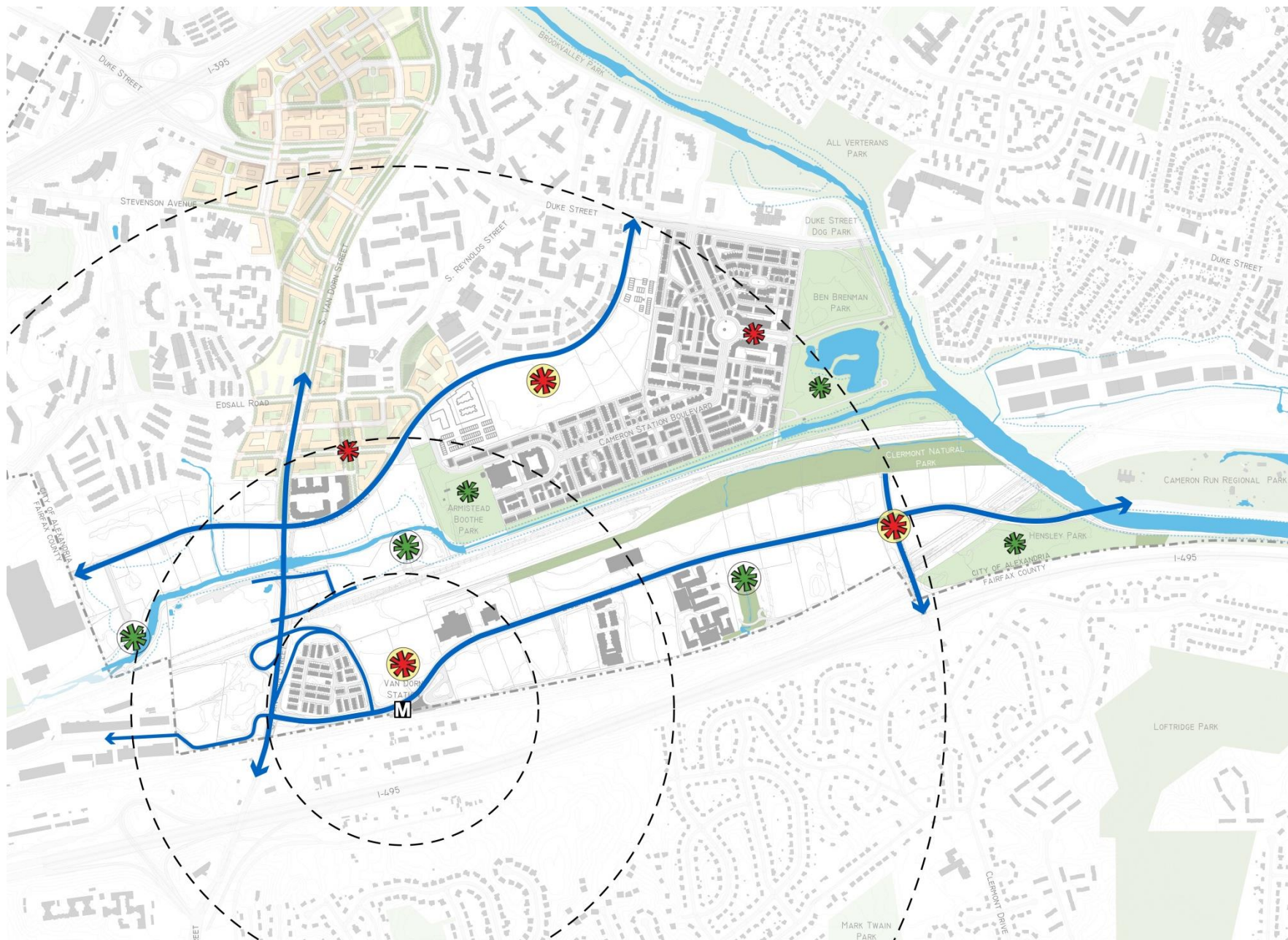
What is a Great Street?

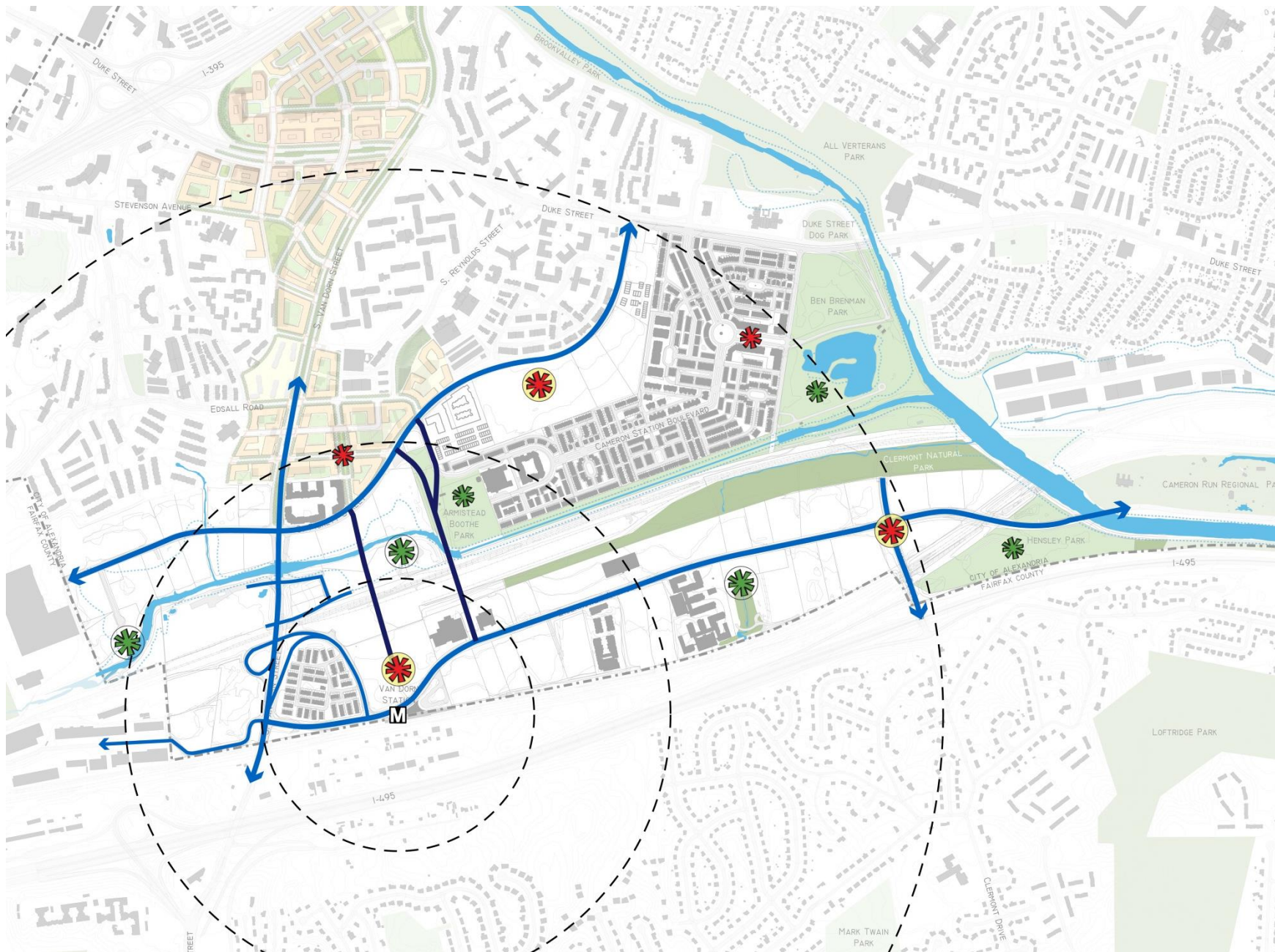
(From the American Planning Association)

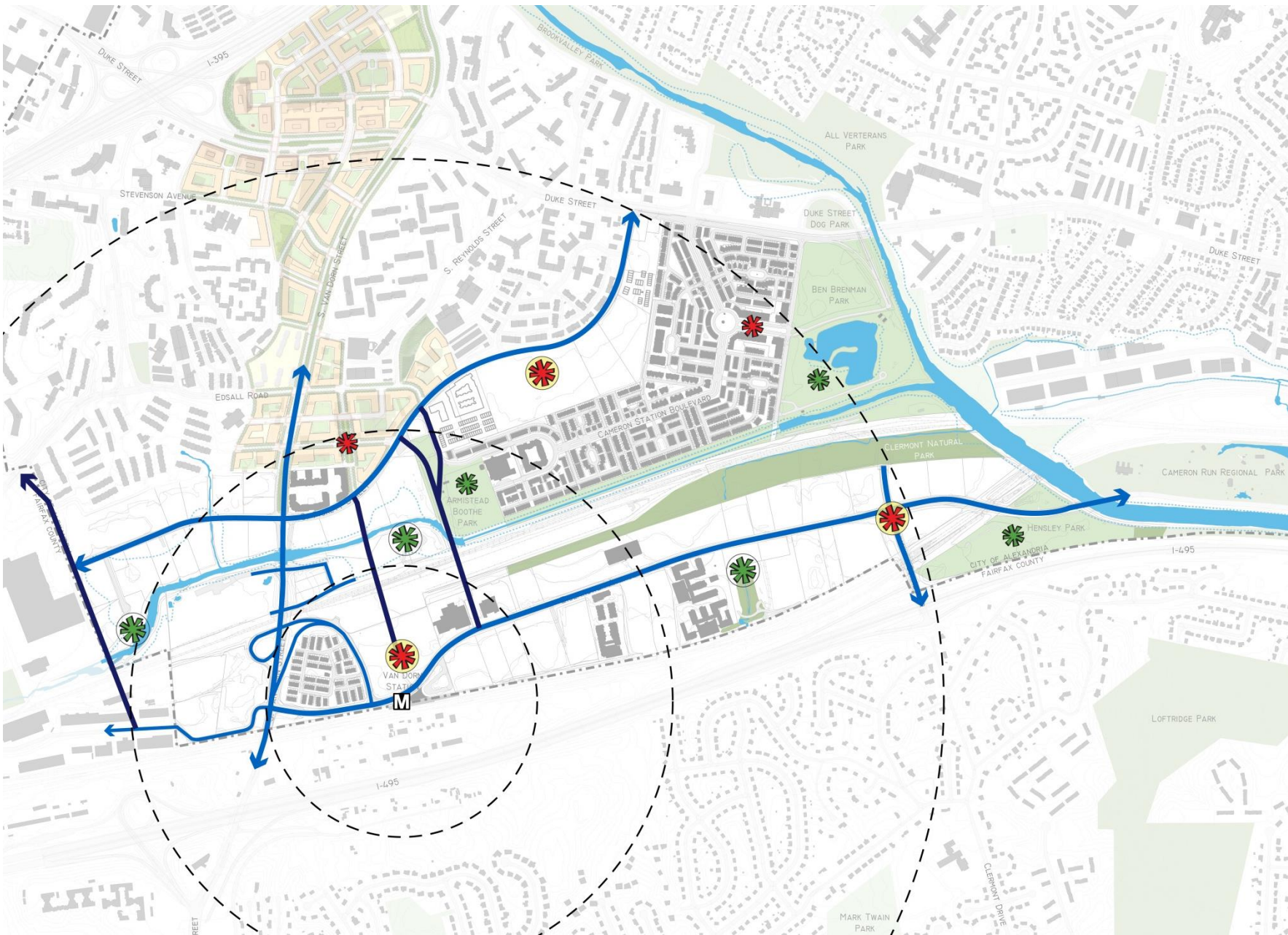
- Connective
- Multimodal
- Fitting
- Active
- Well-Designed
- Contextual
- Social
- Landscaped
- Safe
- Sustainable
- Maintained
- Memorable

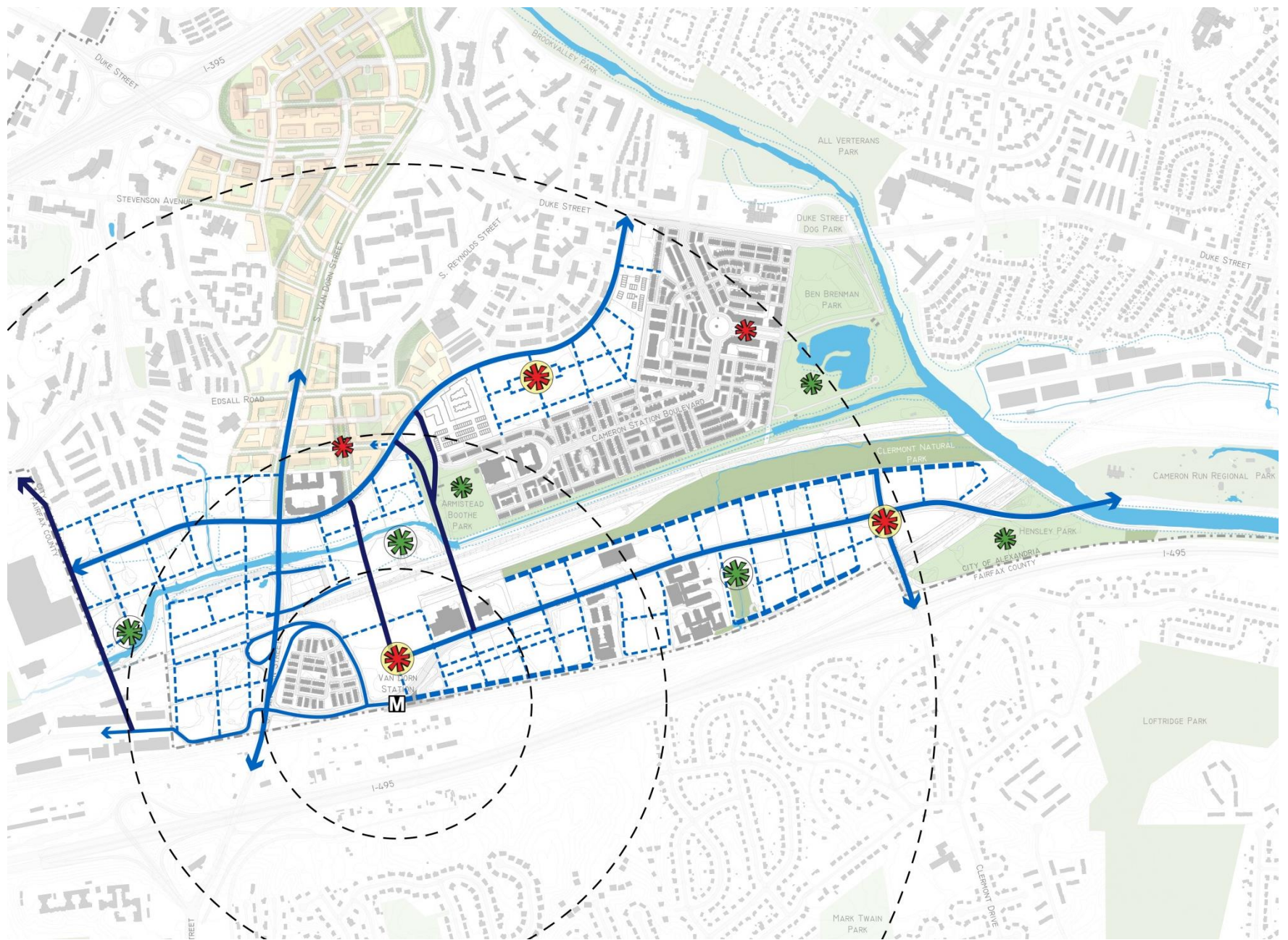


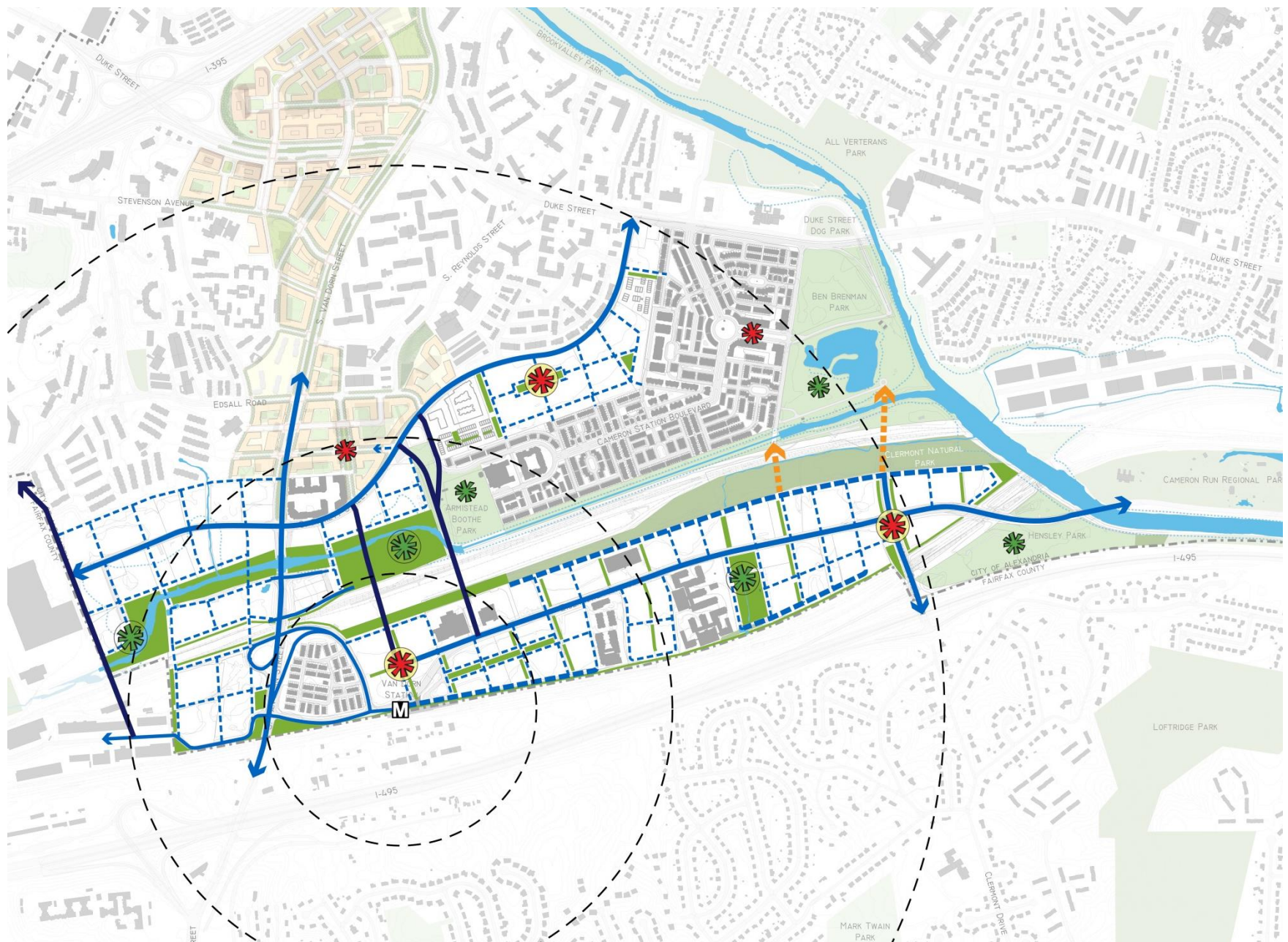
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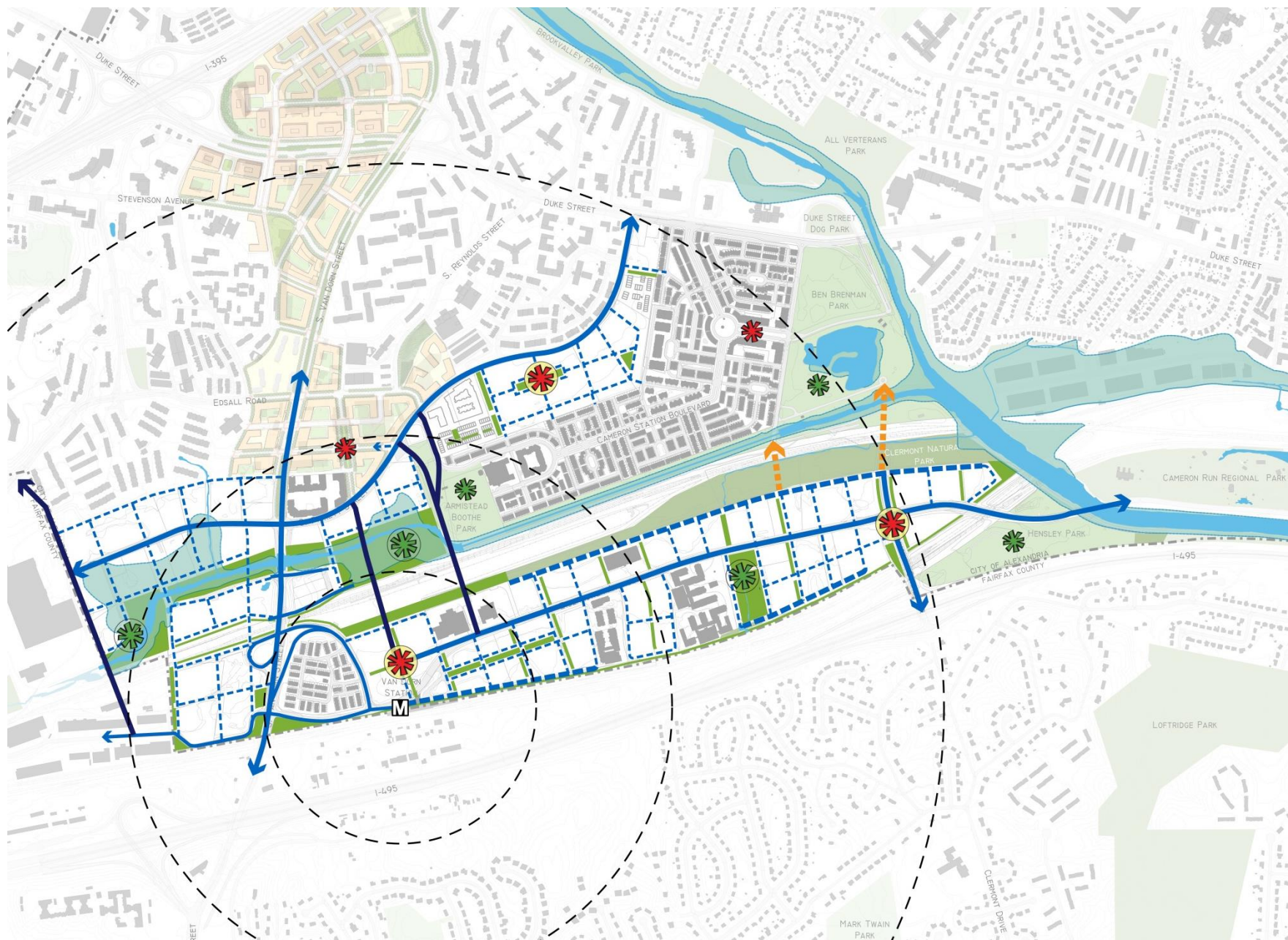


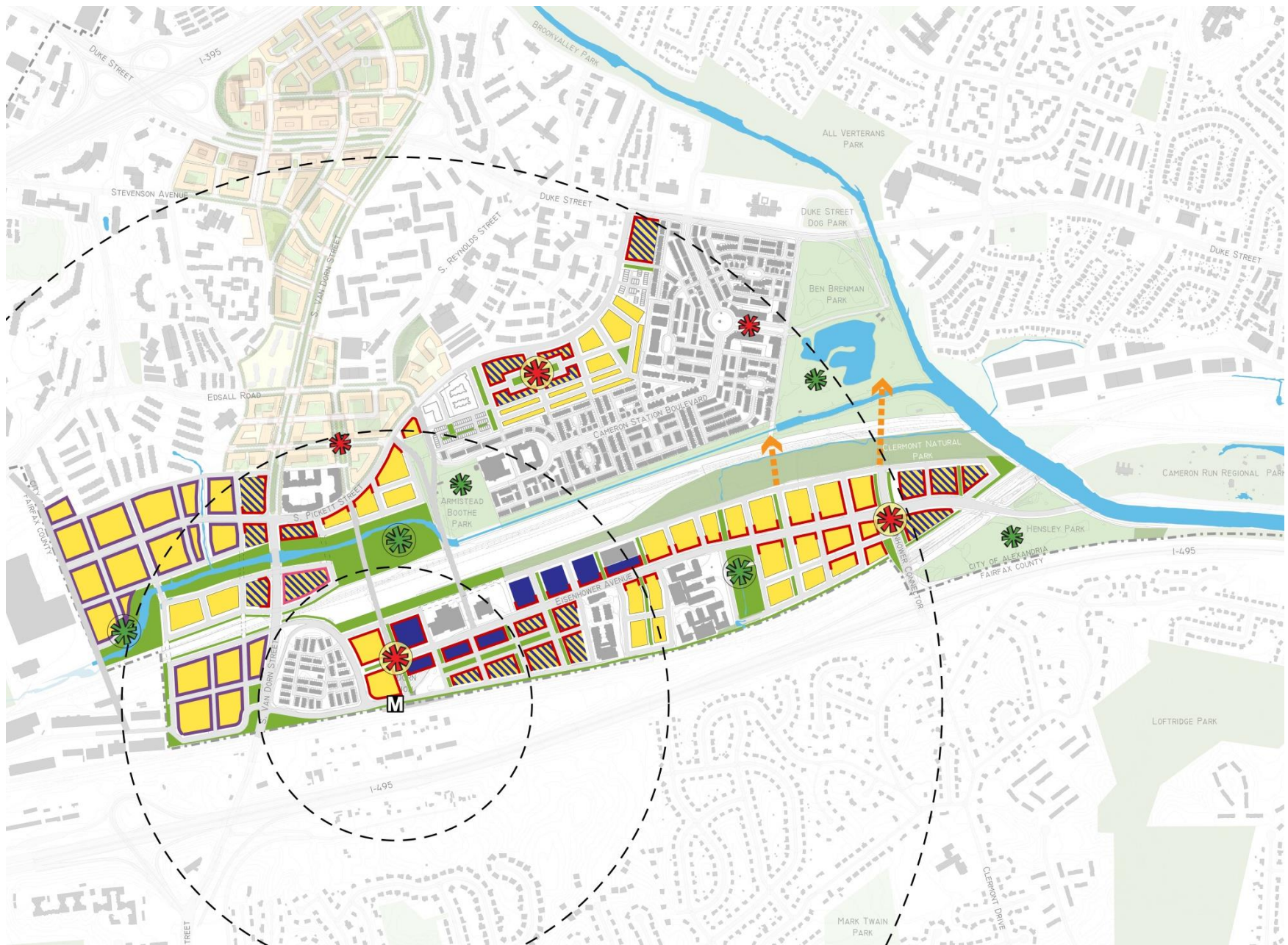














LEGEND

City Boundary



Plan Area Boundary



Walking Radii



Nodes



Mixed-Use

Green

Parks, Green Fingers



Ped/Bike Bridges



Building Height



High

Medium-High

Medium

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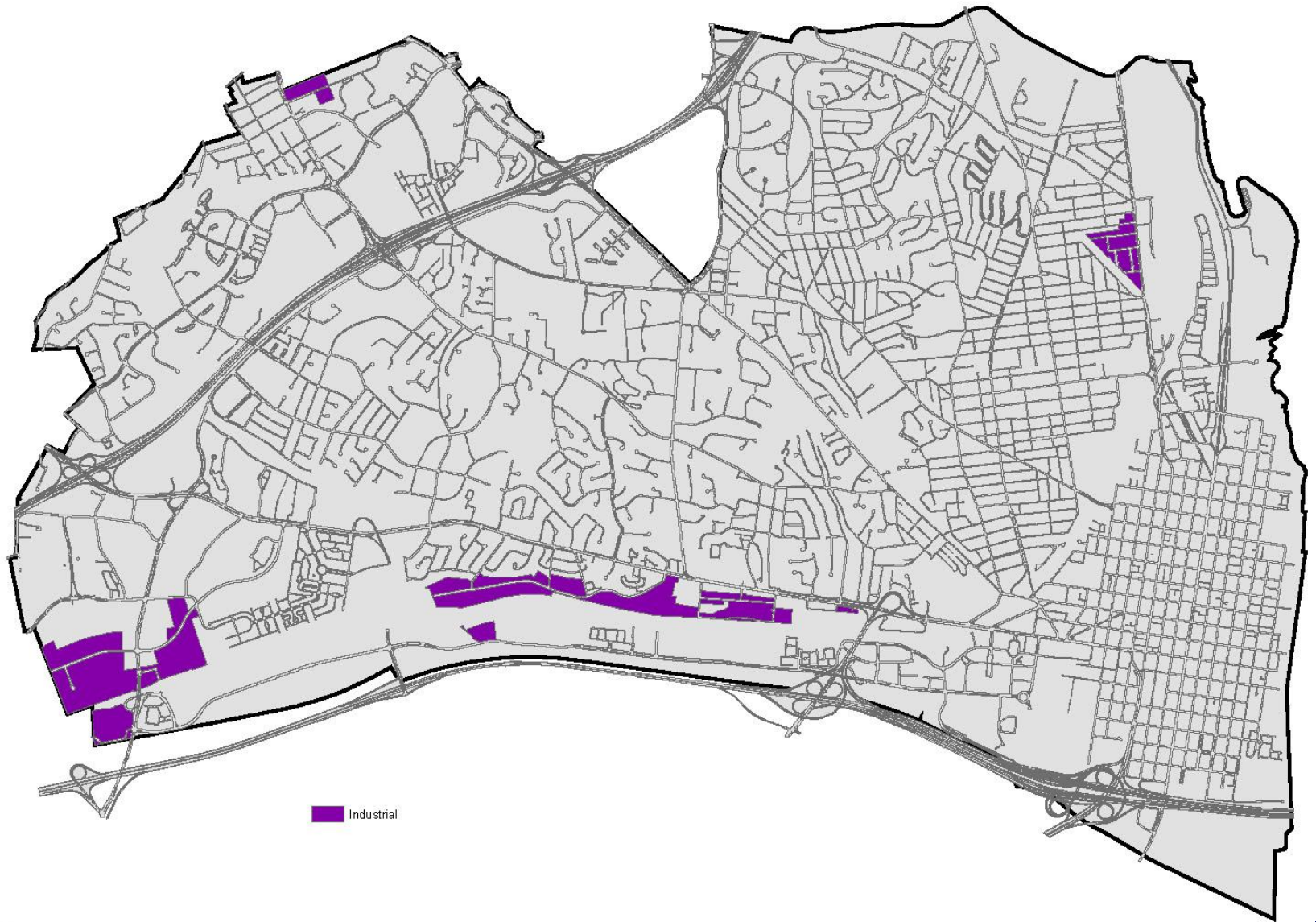


Van Dorn Innovation District

Vertical mix of residential with flex (neighborhood-serving retail and businesses, maker industries) on ground floor; strengthens employment base; opportunities to maintain and integrate existing light industrial uses



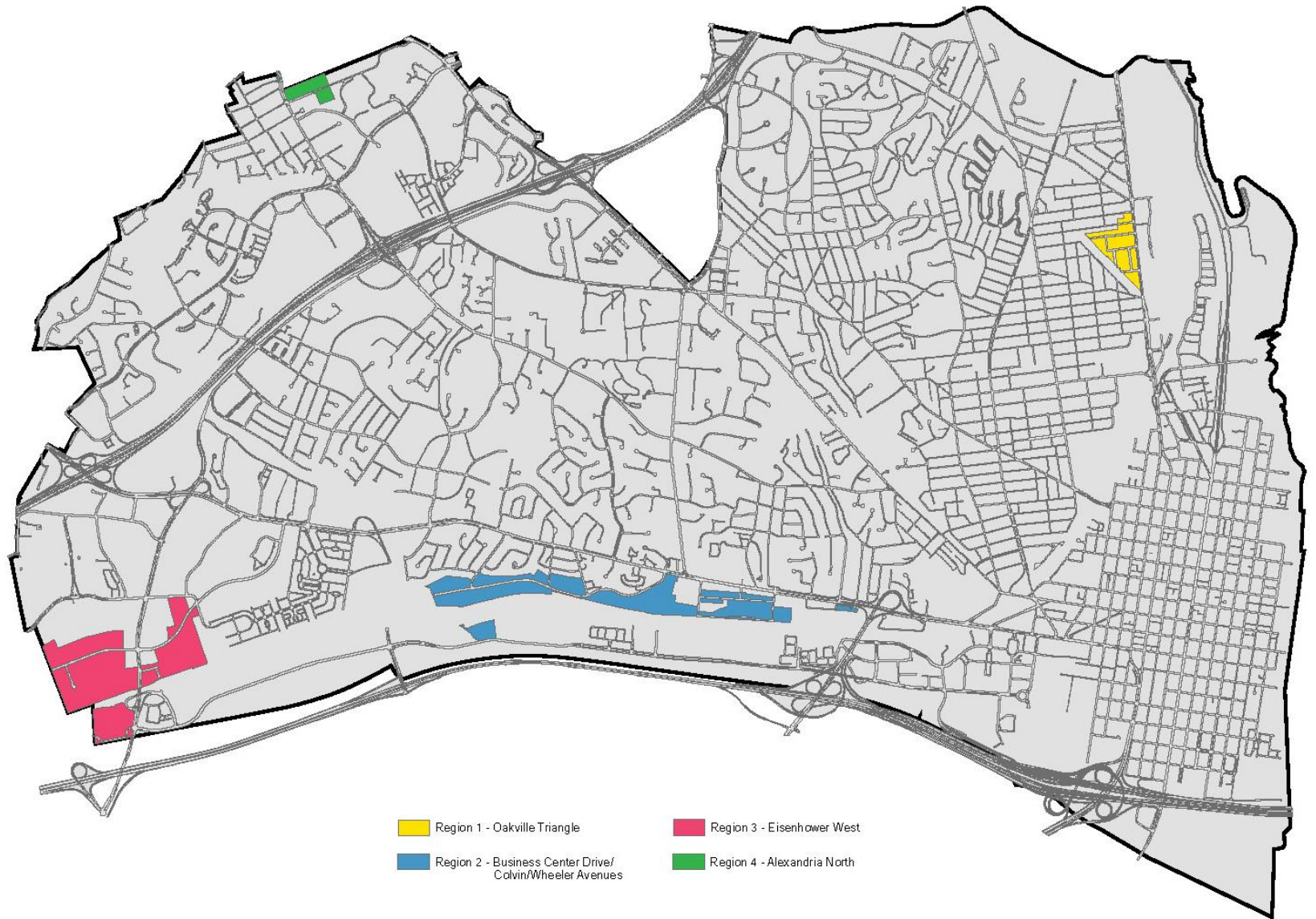
Citywide Industrial Study



EISENHOWER WEST



Citywide Industrial Study



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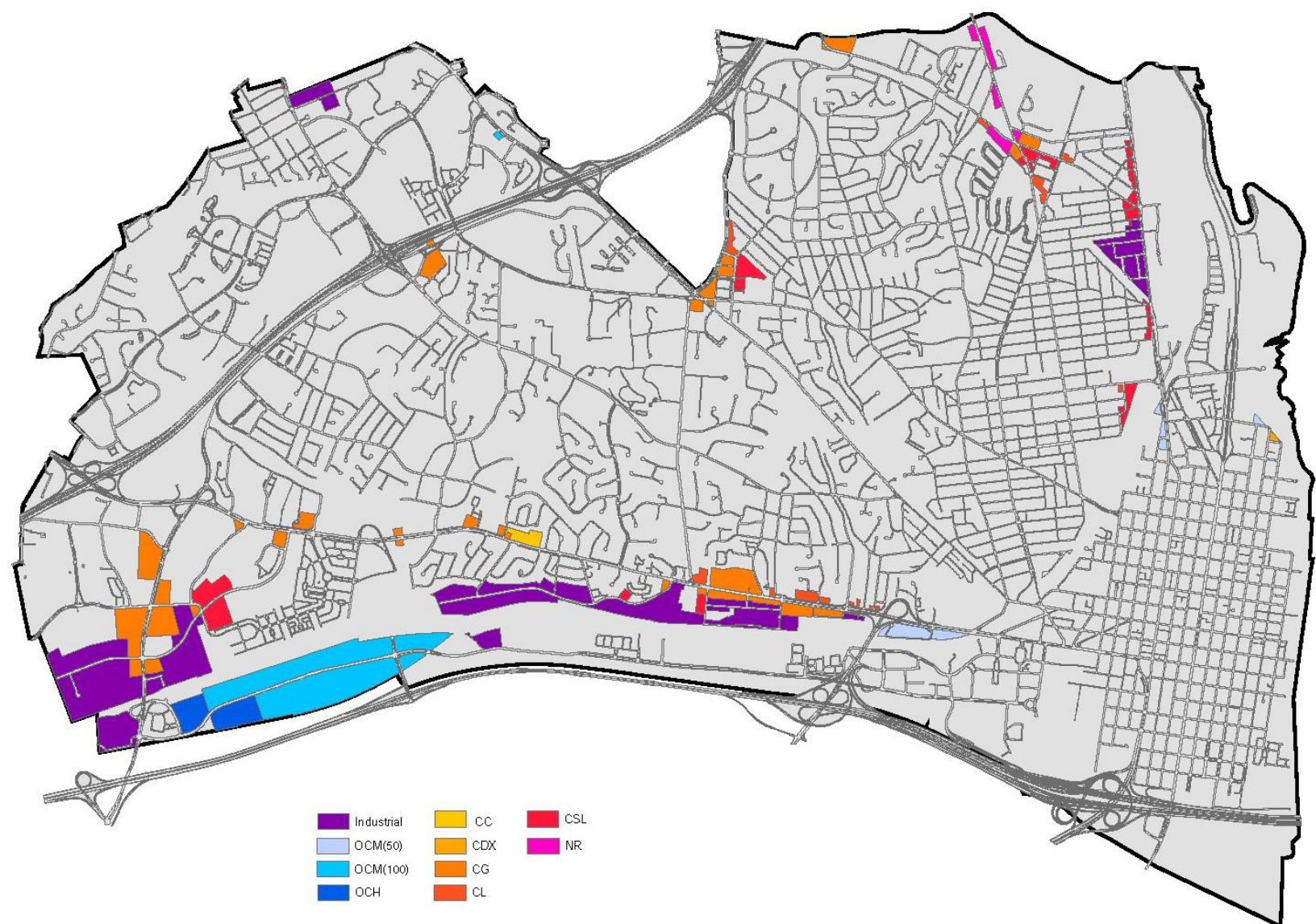


Citywide Industrial Study



EISENHOWER WEST

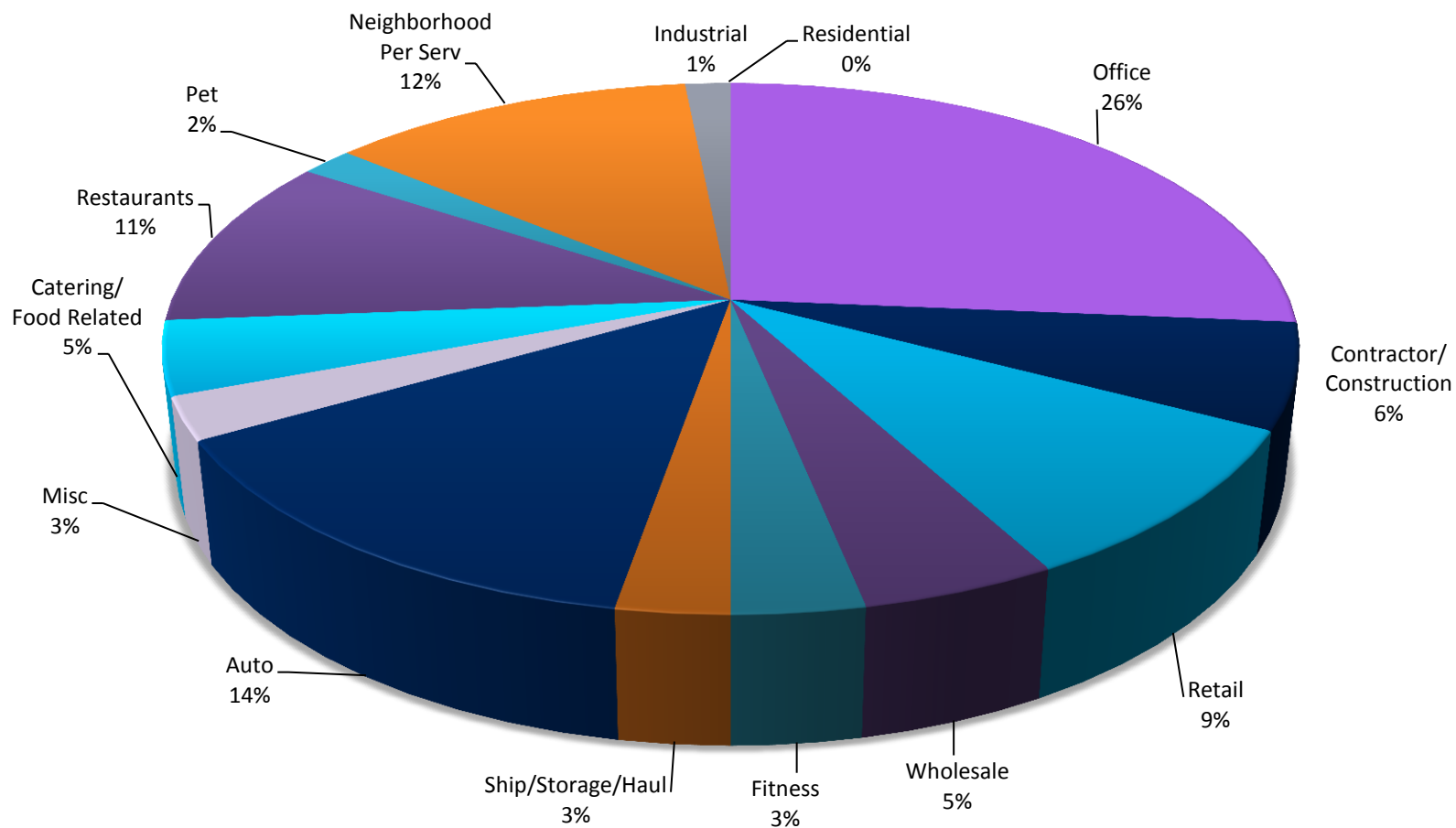
Industrial Study Target Areas



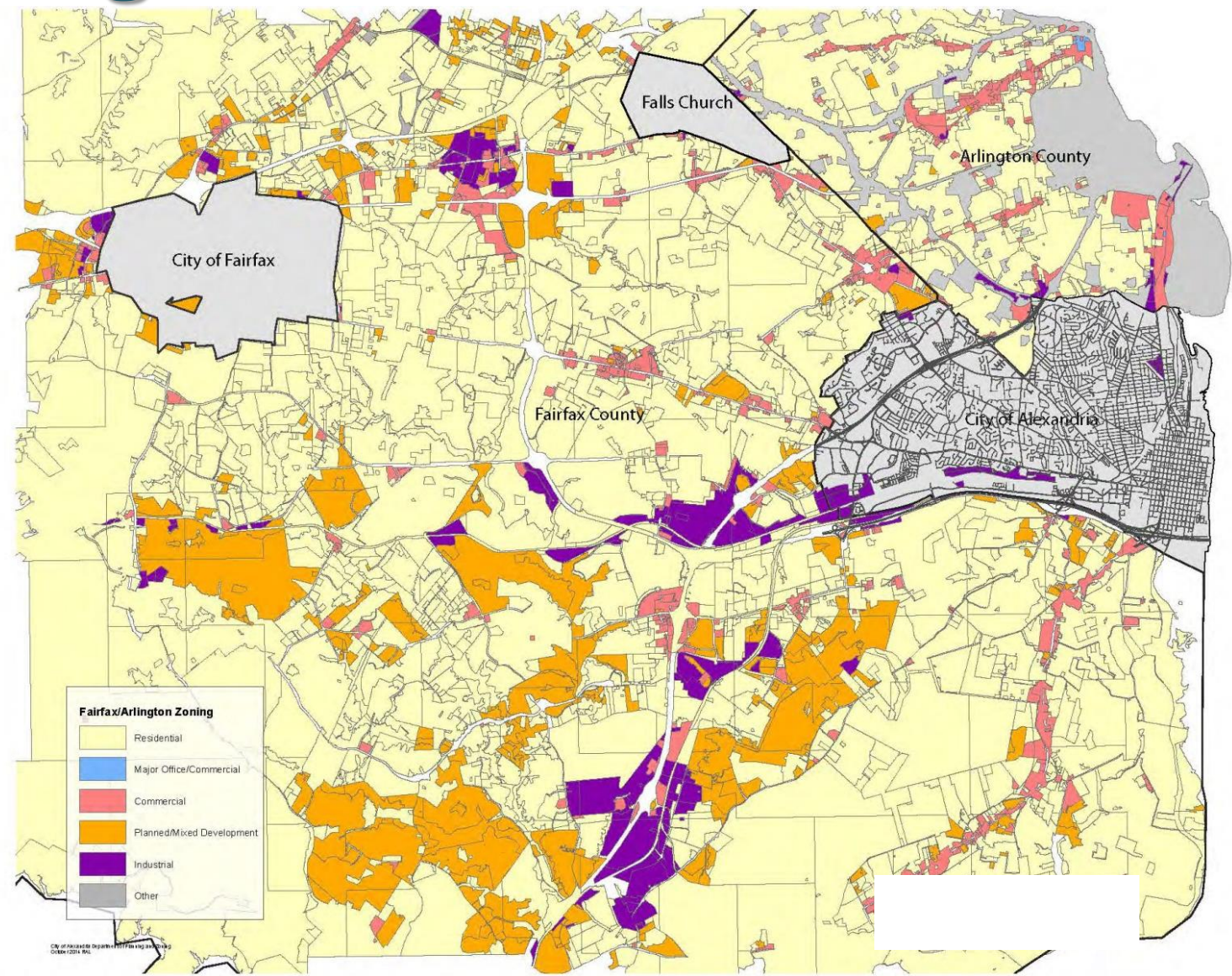
EISENHOWER WEST



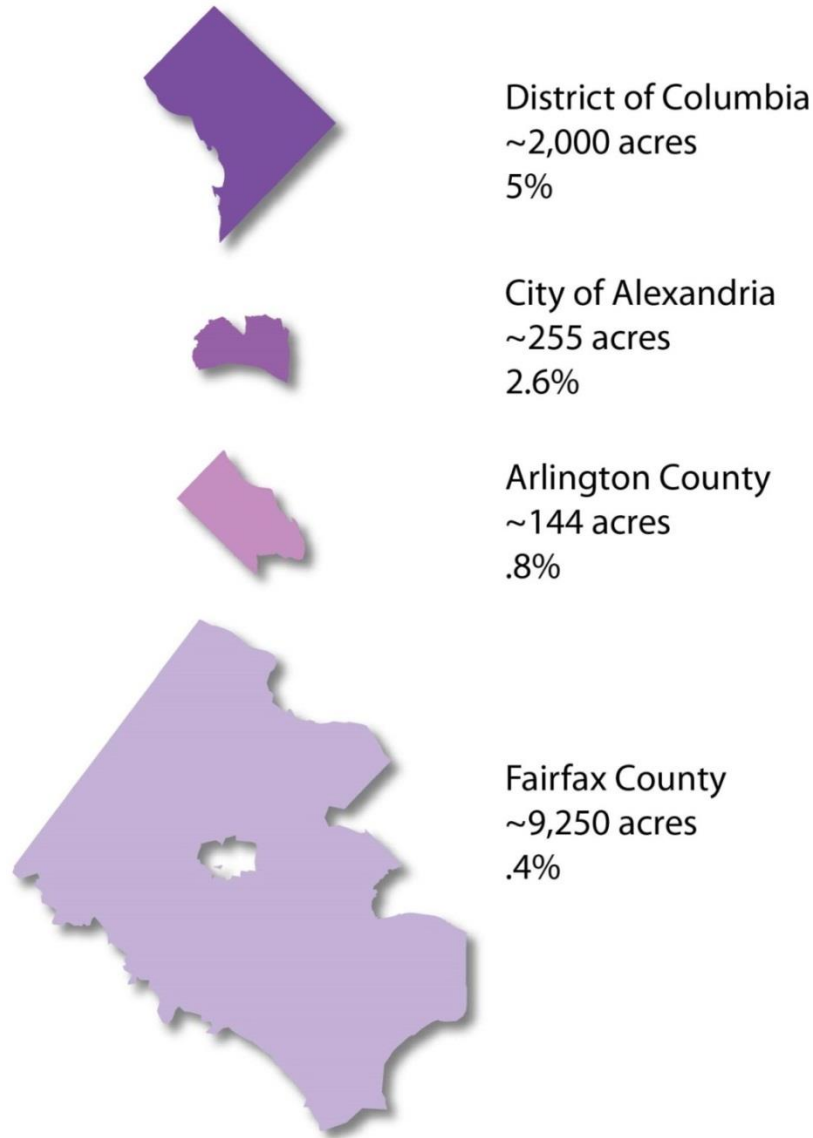
Industrial Study Target Areas



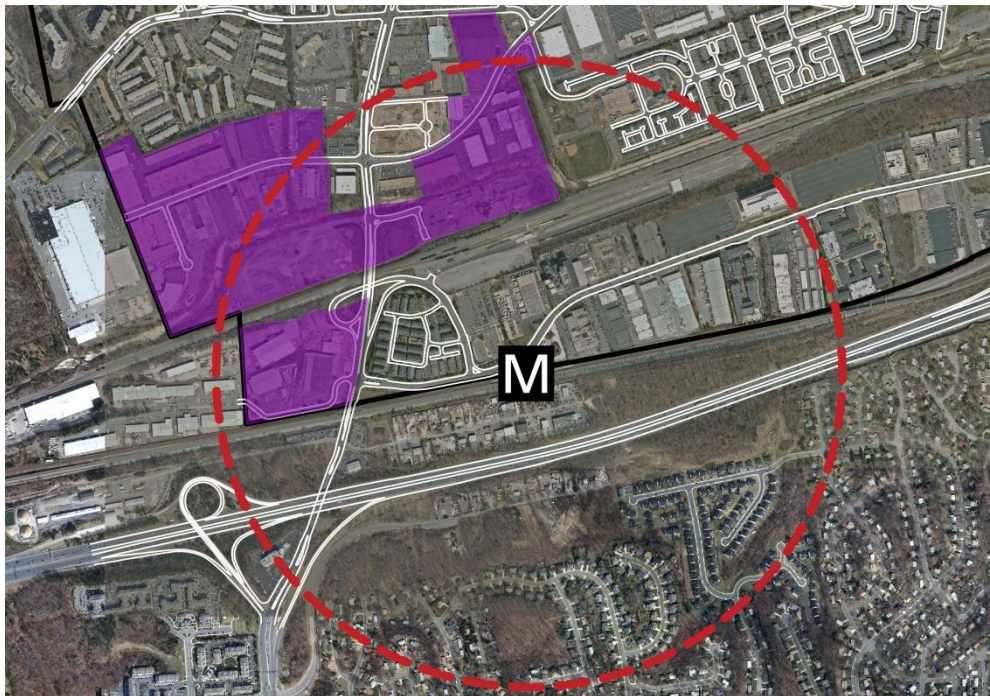
Regional Industrial Land



Regional Industrial Land



Eisenhower West Sites



- Approximately 111 acres I-zoned
- More than 1.5 (71 acres) Within ½-mile of Metro
- Predominant uses within the area are auto-related, food industries, and neighborhood serving uses

Findings

- Majority of businesses/uses within industrial zone can occur in other zones citywide; Approximately 77% of existing uses are permitted in other zones in the City.
- About 100 acres of existing industrial land within ½ mile of Metro stations (existing and planned).
- City is largest land owner of I/Industrial property



Findings

- Market rents for industrial buildings considerably lower than other commercial properties
- Vacancy rates for industrial buildings in industrial zone higher (11.5%) than industrial buildings on commercial zones (.9%)
- Regionally, within 10 miles of Alexandria, there are over 3,600 acres of industrial land available (primarily in Fairfax)



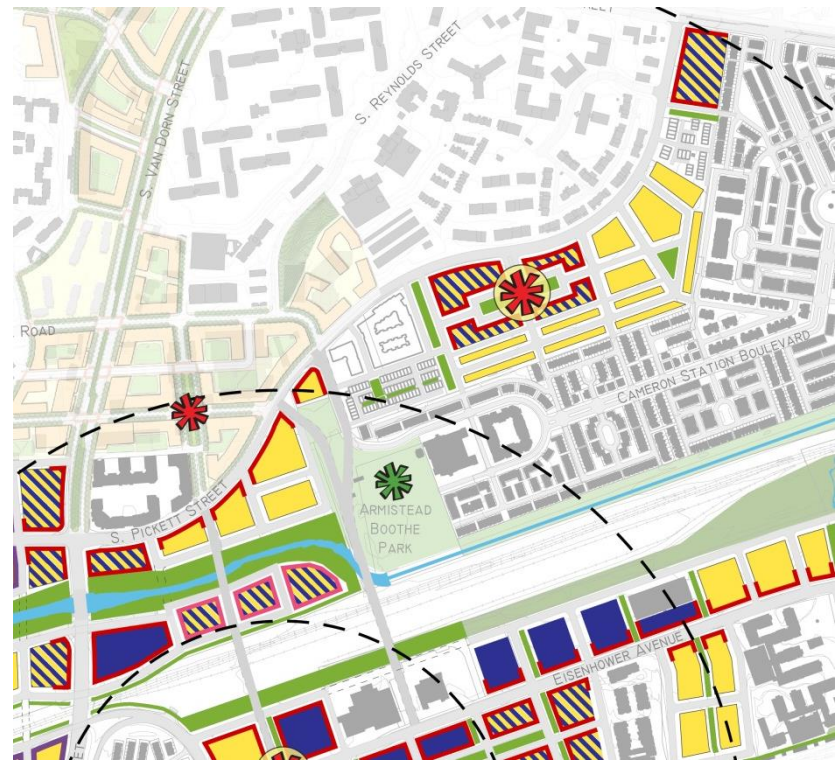
Initial Recommendations

- Permit formerly “industrial” uses in commercial zones (e.g. craft manufacturing, brewery)
- Restrict I/Industrial zone to industrial uses; remove some non-industrial permitted uses (e.g. Office use, day care centers)
- Small Area Plans can explore ways to retain light industrial/neighborhood serving uses.
- Establish building parameters that provide flexibility as properties redevelop.
- Examine retention of existing areas



South Pickett District

Primarily residential with mixed use areas that include neighborhood-serving retail/services with office and/or residential above



Van Dorn Metro Center

High density, mixed use development



Clermont District

Primarily mixed use with residential areas that include neighborhood-serving retail/services with office and/or residential above



What we have been hearing

- Land use mix was reflective of feedback
- Flex/Residential concept was well received, but more information is needed
- Participants showed Height Preference
 - 1/4-mile to Metro: High-Rise (20+ stories)
 - 1/2-Mile to 1/4-Mile to Metro: Mid-High-Rise (15 stories)
 - 1/2-Mile and Beyond: Mid-Rise (5+ stories)
- More definition of green fingers is needed
- Funding/maintenance strategies for new parks
- Multimodal transit focus is needed beyond Metro (protected bike lanes, bridge analysis, etc.)
- The importance of an interim plan



What we have been hearing

- Virginia Paving
- Victory Center
- Velsor Properties (5150-5200 Eisenhower Avenue)
- Atlantic Self Storage (4900 Eisenhower Avenue)
- WMATA
- Cameron Station
- AEDP Board
- Federation
- Eisenhower Partnership



What's Next

- **March 24th:** City Council Work Session
- **Spring 2015:** Test, Analyze, and Draft Plan; Continue Steering Committee Meetings Focused on Specific Topics; Updates with Various Commissions
- **Summer 2015:** Draft Plan Presented at Community Meeting #6
- **Fall 2015:** Plan Adopted by City Council



Spring/Summer 2015

- Feedback from Work Sessions
- Plan Contents
- Density Transfer
- Open Space/Recreation Strategy
- Community Facilities
- Transportation and Multimodal Bridge
- Public Art
- Affordable Housing
- Industrial Study
- Utilities Infrastructure
- Architecture
- Phasing/Implementation/Feasibility



Questions

- Are we headed in the right direction?
- What do you think of the residential/flex mixed use idea?
- What do you think of the proposed heights?
- What should we study further?

